

WHAT IS CLAIMED:

1. An aqueous composition for reducing malodor impression, comprising:
(A) from about 0.01% to about 1%, by weight of the composition, of perfume;
(B) aqueous carrier; and

wherein said composition is essentially free of any material that would soil or stain fabric and wherein said composition contains less than about 5%, by weight of the composition of low molecular weight monohydric alcohols.

2. The composition of Claim 1 wherein said perfume is present at a level of from about 0.01% to about 0.5%, by weight of the composition.

3. The composition of Claim 2 wherein said perfume is present at a level of from about 0.015% to about 0.3%, by weight of the composition.

4. The composition of Claim 1 wherein at least 25% of the perfume comprises perfume ingredients having a Clog P of about 3 or smaller.

5. The composition of Claim 4 wherein said perfume ingredients are selected from the group consisting of benzaldehyde, benzyl acetate, cis-3-hexenyl acetate, coumarin, dihydromyrcenol, dimethyl benzyl carbinyl acetate, ethyl vanillin, eucalyptol, eugenol, iso eugenol, flor acetate, geraniol, hydroxycitronellal, koavone, linalool, methyl anthranilate, methyl beta naphthyl ketone, methyl dihydro jasmonate, nerol, nonalactone, phenyl ethyl acetate, phenyl ethyl alcohol, alpha terpeneol, beta terpeneol, vanillin, and mixtures thereof.

6. The composition of Claim 5 wherein said perfume is present at a level of from about 0.01% to about 0.5%, by weight of the composition.

7. The composition of Claim 6 wherein said perfume is present at a level of from about 0.015% to about 0.3%, by weight of the composition.

8. The composition of Claims 1 or 4 additionally comprising from about 0.1% to about 5% of solubilized, water-soluble, uncomplexed cyclodextrin and wherein the perfume to cyclodextrin weight ratio is from about 3:100 to about 100:100.

9. The composition of Claim 8 wherein said water-soluble cyclodextrin is selected from the group consisting of derivatised beta-cyclodextrins, alpha-cyclodextrin and its derivatives, gamma-cyclodextrin and its derivatives, and mixtures thereof.

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10. The composition of Claim 9 wherein said cyclodextrin derivatives are selected from the group consisting of methyl substituted cyclodextrins, ethyl substituted cyclodextrins, hydroxyalkyl substituted cyclodextrins, branched cyclodextrins, cationic cyclodextrins, quaternary ammonium cyclodextrins, anionic cyclodextrins, amphoteric cyclodextrins, cyclodextrins wherein at least one glucopyranose unit has a 3-6-anhydro-cyclomalto structure, and mixtures thereof.

11. The composition of Claim 9 wherein said cyclodextrin is selected from the group consisting of alpha-cyclodextrin, methylated alpha-cyclodextrin, methylated beta-cyclodextrin, hydroxyethyl alpha-cyclodextrin, hydroxyethyl beta-cyclodextrin, hydroxypropyl alpha-cyclodextrin, hydroxypropyl beta-cyclodextrin, and mixtures thereof.

12. The composition of Claim 11 wherein said cyclodextrin is methylated beta-cyclodextrin.

13. The composition of Claim 11 wherein said cyclodextrin is a mixture of methylated-alpha-cyclodextrin and methylated-beta-cyclodextrin.

14. The composition of Claim 11 wherein said cyclodextrin is hydroxypropyl beta-cyclodextrin.

15. The composition of Claim 11 wherein said cyclodextrin is a mixture of hydroxypropyl alpha-cyclodextrin and hydroxypropyl beta-cyclodextrin.

16. The composition of Claim 8 wherein said cyclodextrin is present at a level of from about 0.2% to about 4%, by weight of the composition and wherein the weight ratio of perfume to cyclodextrin is from about 4:100 to about 50:100.

17. The composition of Claim 16 wherein said cyclodextrin is present at a level of from about 0.3% to about 3%, by weight of the composition and wherein the weight ratio of perfume to cyclodextrin is from about 5:100 to about 25:100.

18. The composition of Claim 1 or 4 additionally comprising water-soluble metallic salt selected from the group consisting of water-soluble zinc salts, water-soluble copper salts, and mixtures thereof, present at a level of from about 0.1% to about 10%, by weight of the composition.

19. The composition of Claim 18 wherein said metallic salt is selected from the group consisting of zinc chloride, zinc gluconate, zinc lactate, zinc maleate, zinc salicylate, zinc sulfate, copper chloride, copper gluconate, and mixtures thereof.

20. The composition of Claim 19 wherein said metallic salt is ZnCl_2 present at a level of from about 0.2% to about 7%, by weight of the composition.

21. The composition of Claim 1 additionally comprising from about 0% to about 3%, by weight of the composition of solubilizing aid.

22. The composition of Claim 21 wherein said solubilizing aid is a low-foaming surfactant selected from the group consisting of nonionic surfactants, cationic surfactants, amphoteric surfactants, zwitterionic surfactants, and mixtures thereof present at a level of from about 0.02% to about 1%, by weight of the composition.

23. The composition of Claim 22 wherein said solubilizing aid is a nonionic surfactant selected from the group consisting of fatty acid esters of ethoxylated sorbitans.

24. The composition of Claim 23 wherein said solubilizing aid is a fatty acid ester of ethoxylated sorbitan selected from the group consisting of Polysorbate 20, Polusorbate 60, Polysorbate 80, and mixtures thereof.

25. The composition of Claim 24 wherein said solubilizing aid is Polysorbate 60.

26. The composition of Claim 1 or 4 additionally comprising an effective amount of solubilized, water-soluble, antimicrobial preservative having a water-solubility of greater than about 0.3% at room temperature.

27. The composition of Claim 26 wherein said preservative is selected from the group consisting of organic sulfur compounds, halogenated compounds, cyclic organic nitrogen compounds, low molecular weight aldehydes, quaternary compounds, phenyl and phenoxy compounds, and mixtures thereof.

28. An aqueous composition for reducing malodor impression, comprising:

- A. from about 0.015% to about 0.3%, by weight of the composition of perfume wherein at least 25% of the perfume ingredients have a Clog P of 3 or smaller and
- B. water; and

wherein said composition is essentially free of any material that would soil or stain fabric and wherein said composition contains less than 1%, by weight of the composition of low molecular weight monohydric alcohols.

29. An aqueous composition for reducing malodor impression, comprising:

- A. from about 0.015% to about 0.3%, by weight of the composition of perfume; and
- B. water; and

wherein said composition is essentially free of any material that would soil or stain fabric and wherein said composition contains less than 1%, by weight of the composition of low molecular weight monohydric alcohols.

30. An aqueous composition for reducing malodor impression, comprising:

- A. from about 0.01% to about 0.5%, by weight of the composition, of perfume;
- B. from about 0.1% to about 5%, by weight of the composition, of methylated beta-cyclodextrin wherein weight ratio of perfume to cyclodextrin is 4:100 to 50:100;
- C. from about 0.1% to about 10%, by weight of the composition, of solubilized, water-soluble zinc salt;

- D. from about 0.02% to about 1%, by weight of the composition, of Polysorbate 60;
- E. an effective amount of antimicrobial preservative;
- F. water; and

wherein said composition is essentially free of any material that would soil or stain fabric and wherein said composition contains less than 1%, by weight of the composition of low molecular weight monohydric alcohols and wherein said composition has a pH of from about 4 to about 5.

31. An aqueous composition for reducing malodor impression, for use on inanimate surfaces, comprising:

- A. from about 0.015% to about 0.3%, by weight of the composition, of perfume wherein at least 25% of the perfume ingredients have a Clog P of 3 or less;
- B. from about 0.1% to about 5%, by weight of the composition, of hydroxypropyl beta-cyclodextrin, wherein the perfume to cyclodextrin weight ratio is from about 5:100 to about 25:100;
- C. from about 0.3% to about 5%, by weight of the composition, of ZnCl_2 ;
- D. from about 0.02% to about 1%, by weight of the composition, of low-foaming surfactant; and
- E. from about 0.0001% to about 0.01%, by weight of the composition, of a solubilized, water-soluble antimicrobial preservative comprising a mixture of 5-chloro-2-methyl-4-isothiazolin-3-one and 2-methyl-4-isothiazolin-3-one; and
- F. aqueous carrier; and

wherein said composition is essentially free of any material that would soil or stain fabric and wherein said composition contains less than 3%, by weight of the composition of low molecular weight monohydric alcohols.

32. An aqueous composition for reducing malodor impression, comprising:

- A. from about 0.01% to about 0.5%, by weight of the composition, of perfume;
- B. from about 0.1% to about 5%, by weight of the composition, of a mixture of hydroxypropyl alpha-cyclodextrin and hydroxypropyl beta-cyclodextrin

wherein the perfume to cyclodextrin weight ratio is from about 3:100 to about 100:100;

- C. from about 0.1% to about 10%, by weight of the composition, of ZnCl_2 ;
- D. from about 0.02% to about 1%, by weight of the composition, of low-foaming surfactant; and
- E. aqueous carrier; and

wherein said composition is essentially free of any material that would soil or stain fabric and wherein said composition contains less than 1%, by weight of the composition of low molecular weight monohydric alcohols.

33. The process of making the composition of Claim 30, comprising:

- A. adding said water-soluble zinc salt to distilled water while mixing;
 - B. adding said antimicrobial preservative while mixing;
 - C. adjusting the pH of said solution to about 4.0 with HCl;
 - D. dissolving said cyclodextrin into said solution while mixing;
 - E. adding said perfume and milling said solution with a high shear mixer;
- and
- F. adding said solubilizing aid while high shear mixing.

34. The method of reducing malodor impression comprising, spraying an effective amount of the composition of Claim 1 onto fabric using a trigger-spray device wherein the bottle comprises clear polyethyleneterephthalate.